

Extension history

Tourism owners learn benefits of 'green tourism'

In a state that depends heavily on natural resources for its tourism industry, it's vital that we protect and preserve our environment. That's why Extension tourism educators work to teach local communities how to practice sustainable tourism. Since 2006, the University of Minnesota Tourism Center has taught hundreds of tourism operators to "green up" their businesses with environmentally responsible practices like recycling, reusing, water conservation and energy audits. Both visitors and residents can enjoy quality experiences ranging from environmental adventure parks to family resorts that use sustainable landscaping or lakescaping techniques. And satisfied visitors can return home and tell stories that bring more friends and relatives to Minnesota.



Categories:

- [2001-present](#),
- [Communities](#)

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